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A Airlines customer green experience optimization analysis

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ABSTRACT

Today, with the increasing level of human civilization, economic and social development should also be built on the basis of protecting the earth's natural environment. The scientific development concept of ecological protection has become a consensus in the world, and in China, there are corresponding policy documents for ecological protection. Reducing or eliminating the impact of human economic activities on the environment and making human and nature harmonious coexistence is the goal of our common pursuit.

Based on the literature, this paper analyzes the passenger service quality of airline A, and finds that the existing evaluation indicators are not set; using hierarchical analysis to establish the weight, and the evaluation standard and specification. Finally, the newly established new evaluation index system evaluates the passenger service quality of airline A company in the form of questionnaire survey, which finds out the deficiencies in the airport passenger service and puts forward suggestions for improvement. Finally, it will improve the airport green environmental protection services from many aspects, provide referable evaluation indicators and standards for the construction and operation of green airports, and have strong theoretical significance for promoting the construction and operation of green airports, and then promoting the sustainable and healthy development of China's civil aviation industry. Let energy conservation and environmental protection go deep into everyone's daily life, put people first, let people understand green environmental protection, actively undertake social green responsibility, follow the green trend, and take the road of green development.

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1.Introduction

1.1. background of the subject

Environment is the foundation of human survival and development, and the environment provides the necessary resources and conditions for human survival and development.

In recent years, with the development of social economy. Faced with the increasingly serious environmental pollution problem, we must re-examine our social and economic behavior, and change our view and attitude towards the environment. Protecting the environment, reducing pollution and controlling the trend of environmental deterioration have been the main goals of the government and the society. People-oriented, reasonable use of all kinds of natural resources and energy, protect the environment, maintain the correct development of natural resources in the world consensus, reduce and avoid the interference of people's behavior to the environment, let people and nature harmony become the common pursuit of goal, for China, environmental protection is China's basic state policy. Since the beginning of the 21st century, the pace of global economic integration has been accelerating, promoting the rapid development of the civil aviation industry, and accelerating the process of airport construction.

(Song Huaizu 2008,03)

According to this concept, the concept of green airport is produced. Due to the rapid rise of human living standards, aircraft has been one of the most important means of transportation in human daily life, while airport, as the main infrastructure of air transportation, also plays a very important role in urban planning and construction. Modern aircraft has become an important part of urban traffic, people use fuel is aircraft fuel, and aircraft in the process of flight, descent and cruise, to release a large number of VOCs to the atmospheric environment, and the construction of the airport, as well as the huge flow of people have inevitably caused pollution.

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The airport will also change the local climate, because the airport is vast and the runways are mostly paved with asphalt or concrete, replacing the vegetation, leaving the soil unexposed, causing changes in drainage patterns, leading to more flooding, runoff and soil erosion. (Ni Xiaohua 2022)

The A airline has also made an outstanding contribution to promoting the "green flight" brand. In environmental protection and energy conservation, new energy research, resource management has made great progress, also to build "green flight" brand, independently developed the "jet oil e cloud" big data sharing platform, such as many artificial, standardized labor will be replaced by big data, realize the aircraft refueling data sharing, can reduce aviation fuel waste about one thousand tons a year.

1.2. Study purpose and significance

To build an environmentally friendly airport requires the implementation of the scientific outlook on development, the scientific and reasonable use of various funds and energy in the limited life cycle of the airport, and reduce the environmental pollution caused by operation activities. Low consumption resource system, stable and efficient innovative technology, according to different regions, the use of local material technology, so that the development of buildings and the environment directly establish a virtuous cycle of positive feedback, to achieve the maximum benefits of green development. After globalization, the 21st century is the era of green economy development.

This paper evaluates the passenger service quality of the A airline company in the form of A questionnaire survey, finds out the deficiencies in the airport passenger service, and puts forward suggestions for improvement. Let energy conservation and environmental protection go deep into everyone's daily life, let people understand the green environmental protection, actively assume the social green responsibility, follow the green trend, and take the road of green development.

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1.3research contents

Since the 1990s, all countries have attached great importance to environmental protection and environmental protection. With the increasing aggravation of environmental crisis, this trend is becoming more and more obvious. Under this trend, many countries have listed energy conservation and environmental protection as the basic national policies. Under this green trend, they gradually change from the traditional industrial development mode to the green ecological industry development.

I think the so-called green development trend is a long-term circulation resources system, this is not only a direction of national economic development, more critical is the energy conservation and environmental protection consciousness into every one's life, let human know green environment, and take the initiative to fulfill the social green responsibility, to adapt to the green trend, on the green economic development route.

In my vision, the green airport will first of all not cause serious damage to the environment, and buildings that 100 percent do not damage the environment do not exist. Human activities will naturally change the environment. Green airports should moderately reduce environmental pollution, reduce the impact of the airport on the surrounding areas, and create a good working and living environment inside and outside the airport. Then in the efficient operation of the airport while saving resources, save the airport operation costs, mainly refers to the scientific improvement of resources, saving water, energy, materials and other aspects at the same time, to provide passengers with efficient aviation services or provide convenient and fast logistics activities. Finally, the most important focus of this paper, people-oriented important embodiment. Through humanistic care to improve the satisfaction of the airport, the airport plane is not only a kind of use of transportation, more should be a series of experience, including airport service, flight delays, the airport food, airport shopping, baggage checked and a series of air services become the main complaint object of passengers, many passengers are not very satisfied, airport service that the airport service can also have further

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promotion. Not only for the passengers, including the airport staff, to provide them with high-quality and convenient environment, improve the airport cumbersome, procedural service mode, to provide intelligent, convenient and fast service is the development direction of airlines.

Thesis structure (Figure 1.2: mind mapping)

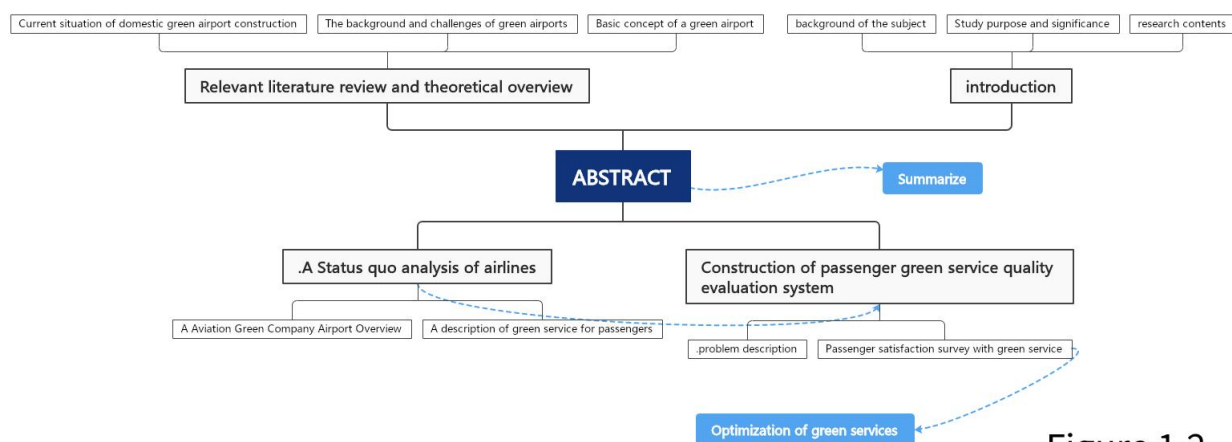


Figure 1.2

2.Relevant literature review and theoretical overview

2.1 The basic concept of a green airport

In modern times, in the face of the severe reality of environmental deterioration, human beings have to examine their own social and economic behavior and change their attitude and consciousness towards the environment. In 1987, the World Commission on Environment and Development (WCED) issued a report, "Our Common Future", which formally proposed the concept of sustainable development: "sustainable development is a development that meets the needs of the present and does not pose harm to the ability of future generations to meet their needs". Since then, the concept is recognized and accepted, also gradually penetrated into all aspects of human life, produced a series of "green" concept: "green agriculture", "green industry", "green products", "green packaging", "green consumption", "green marketing", even "green economy", "green politics", and so on, and so on. (Wang Zidong & Liu Yi2019.09)

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Green airports stem from the concept of green building. In the 1960s, American Italian architect Paul Soleries combined the words ecology and architecture and put forward the famous "ecological architecture", namely the new concept of green building. (Ming Liu 2009) Green building, refers to through the reasonable design of the overall building environment, to reflect the concept of green ecological environmental protection, to provide the public with a healthy, environmental protection and comfortable activity life center, and at the same time through the reasonable use of resources to minimize the natural environment of the building. Since the beginning of the 21st century, the pace of global economic integration has been accelerating, promoting the rapid development of the civil aviation industry, and accelerating the process of airport construction. (Song Huaizu 2008,03)

According to China's "green airport planning guidelines" issued in 2018, green airport refers to the whole life, realize resource saving, environment friendly, efficient operation, people-oriented, for the public with a healthy, convenient and comfortable use space, provide a safe and efficient operation environment for the aircraft, and the regional coordinated development of the airport (Li Mingjun 2019.08) Green airports follow the theory of sustainable development and are the product of the integration of sustainable development and airport construction. The 12th Five-Year Plan defines energy conservation and environmental protection as the basic principle for the development of the civil aviation industry, requiring the comprehensive promotion of "energy conservation and emission reduction", and putting forward higher standards for energy conservation and pollution emission control. The requirements of the planning point out the direction of green development for the construction of the new airport. (ChengLun, 2014) In 2011, ACI Asia Pacific organized the first Green Airport Selection Conference, which became a symbol of the expanding influence of green airports in the industry.

The second point of view is that green airport is a new type of airport built on the theory of ecological and circular economy, making full use of modern scientific and

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technological achievements and adhering to the concept of "information for resources". (Xu Kujun 2007) It is generally believed that the green airport is a new type of airport based on the theory of ecology and circular economy, making full use of modern scientific and technological achievements, and adhering to the concept of "information for resources". In the construction and operation of the airport, we strive to achieve all pollution control, efficient utilization of resources, and harmony between man and nature. (Tang Xiangyang & Gao Guotao 2008)

Construction of green airport, is refers to in the life cycle of the airport, adhere to the scientific concept of development, people-oriented, scientific and reasonable use of all kinds of resources and energy, protect the environment, ecological protection, reduce or eliminate human economic activities to the impact of the environment, make the harmonious coexistence between man and nature, for people to create a healthy, comfortable and efficient production and living space, ensure the sustainable development of the airport. (Xu Junku 2007)

2.2 The background and challenges of green airports

Today, with the increasing level of human civilization, economic and social development should also be built on the basis of protecting the earth's natural environment. The development and utilization of contemporary environmental resources should be conducive to the protection of the natural environment of the next generation and the continued use of resources. From the concept of green airport, China has followed the trend of green development, and the airport development has always followed the theory of green environmental protection and sustainable development.

Environmental protection, science and technology, humanity is several points of green airport development, environmental protection is the main task, the development of science and technology is the cornerstone of all environmental action, optimize energy system, or traffic planning without the top technology support, represented by the Internet, the social progress and economic development has a profound influence, changed the generation of consumption

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concept, also changed the service mode of many industries, this is also a huge opportunity. Relying on intelligence, improve the construction of various green equipment, create a safe and comfortable working environment for employees, and create convenient and fast travel enjoyment for passengers. Humanization is a higher step, mainly on people, so that the relationship between science and technology and human coordination. Green equipment and green services should fit the masses, let people accept, to provide convenient and convenient passengers and staff who come to the airport, this is the topic discussed in this paper.

2.3 Current situation of domestic green airport construction

For the modern society, green is not only environmental construction, but also an important direction for the development of other related industries. Only by realizing green construction can we truly meet the requirements of the concept of sustainable development. (Dong Shumin, 2017, 05)

As an important strategic industry in the national economic and social development, the civil aviation industry also regards the sustainable development and the green development as its important strategic principle. In 2010, in the Strategic Concept of Building a Civil Aviation Power issued by the Civil Aviation Administration of China, "by 2030, a modern civil aviation system should be safe, efficient, high-quality and green, realize the historic transformation from a major civil aviation country to a major civil aviation power, and become a country leading the development of civil aviation in the world". As an important part of the civil aviation industry, the airport has become a pioneer of green development. In 2012, The State Council issued several Opinions on Promoting the Development of the Civil Aviation Industry, which clearly proposed to "effectively build green and low-carbon aviation" and "formulate and implement green airport construction standards". How to achieve "green development, circular development and low-carbon development" has become a common topic faced by domestic airports (Wang Zidong & Liu Yi2019.09)

The concept of green airport in China was first proposed by the Civil Aviation Administration in 2006. In September 2007, In the Opinions on the Construction of

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a Green Kunming New Airport, CAAC proposed to build the new Kunming airport into a resource-saving, environment-friendly, technology-friendly and humanized green airport. (Wang Zidong & Liu Yi2019.09)

Kunming Airport has always put environmental protection and health issues in the first place. It is a major project of China's "11th Five-Year Plan" and the first airport in the new century. The green airport built by Kunming is the best embodiment of the implementation of the scientific outlook on development and green development. In the design layout stage will start from green ecological building construction, create suitable for terminal work life and people health leisure needs of green ecology, in order to reduce the terminal to the environment pollution, energy pollution including air pollution and noise pollution, also must strengthen the terminal pollution, to the internal environment and protect the terminal working environment, waste terminal management and fire facilities are one of the important key, so any reliable green building design need to develop the relevant environmental standards.

In addition, the Beijing international airport, in global warming, under the background of resource shortage, Beijing international airport always in the airport operation method of energy conservation and emissions reduction, on the basis of ensuring the airport service quality, performance as an enterprise social environmental responsibility, (Chen Xiangguo, 2019) through a series of environmental technology and measures, firmly take the road of sustainable development. For example, the use of the most advanced environmental protection system in air conditioning and lighting to save energy and emission reduction not only saves resources, but also shows the concept of resource conservation to the public, making the public pay attention to energy conservation and emission reduction, and also sets an example for other airports.

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3. A Status quo analysis of airlines

3.1 A Aviation Green Airport Overview

As the leader of green and low-carbon aviation, the update and iteration of aircraft is also particularly important. Retired old aircraft, old aircraft, enable the fleet to always maintain the advanced technology level, this method can also improve the efficiency of fuel use, further save resources. Through the introduction of new models such as A350, B787 and A320neo, the fleet has only been used for six to eight years on average, and withdrew from many old aircraft.

Not only that, but airline A has also made an outstanding contribution to promoting the "green flight" brand. In environmental protection and energy conservation, new energy research, resource management has made great progress, also to build "green flight" brand, independently developed the "jet oil e cloud" big data sharing platform, such as many artificial, standardized labor will be replaced by big data, realize the aircraft refueling data sharing, can reduce aviation fuel waste about one thousand tons a year. A Airlines also continues to enrich and deepen the derivative services of the "green flight" brand, and has made great achievements in green public welfare, afforestation, carbon neutrality, building green ecosystem, etc., actively sharing the sustainable development measures related to passengers, allowing passengers and employees to participate in and share the concept and results of "green flight"

3.2 A description of green service for passengers

The green service of the airport is not only an important part of the service industry, but also a reflection of humanization. It is an important platform to support the green development. The service quality of some major international airports also reflects the values and image of the nation.

On April 22, is the World Earth Day. On this day, A Airlines held the theme activity of "Join green flight to create a better life" on flights, officially announced the first to

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launch the "green full journey" service in the industry, and proposed passengers' low-carbon and simple travel.

On the theme flight, passengers can feel the "green full journey" service of A Airlines through the hand-holding staff, group photo frame, and intelligent facilities such as self-service luggage check-in and electronic boarding pass. The cabin crew actively interacted with the passengers, and the passengers responded around the theme of "green flight". Mr.Zhang, a passenger, said, " I am very glad to be a member of the 'green flight' flight. I actively chose not to eat through the APP on the first day and supported the 'green flight' with practical actions. I also hope to contribute to the low-carbon environmental protection.”

General Secretary Xi Jinping has said that the development of new technologies represented by network technology, big data and artificial intelligence, as well as the building of green airports, also need to build this boat well. Many artificial and standardized labor will be replaced by big data, artificial intelligence, etc., more contracted and refined development will become normal, and can also improve the production pollution generated by artificial. For example, artificial intelligence is used in terminals and other facilities, which reduces cumbersome manual procedures and is more secure and convenient. In order to reduce the waste of aviation catering, the use of "Internet +" as the entry point, and actively advocate passengers without reducing the interests of passengers. The app is used to timely grasp the dining requirements of passengers, and form a unified monitoring platform for the whole process. The number of meals is flexible and adjustable, which can check the dining information immediately, and accurately control energy saving and consumption reduction.

4. Construction of passenger green service quality evaluation system

4.1 problem description

Analyzed the passenger service quality of airline A and found that the existing evaluation index weight is not set; using the hierarchical analysis method to establish the weight, the evaluation index system is accurate, focused, and the evaluation standard and specification. Finally, the newly established new evaluation index system evaluates the passenger service quality of airline A company in the form of questionnaire survey, which finds out the deficiencies in the airport passenger service and puts forward suggestions for improvement. Here, the tree structure model is used, (As shown in Figure Figure 1.1 : Hierarchical analysis diagram) and the hierarchical analysis method is used to establish the index weight value.

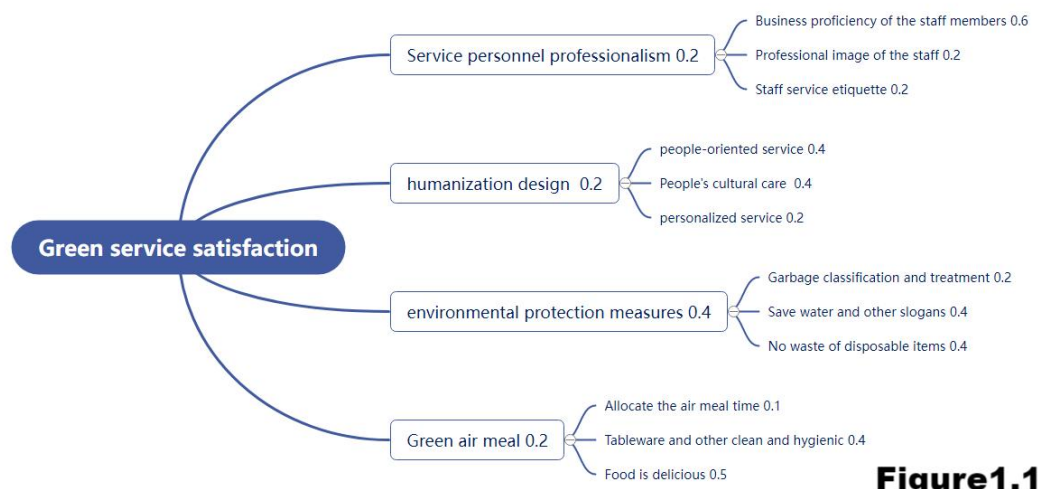


Figure1.1

4.2 Passenger satisfaction survey with green service

Therefore, I designed a special questionnaire to obtain relevant research data on green flight and a series of related services within a certain range. The subjects of this questionnaire are mainly college students, community residents and supermarket consumers. Data are collected by questionnaires to measure the status of passengers for airport services. In order to obtain more true and accurate data, a total of 200 questionnaires were distributed to passengers of Mianyang

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Airport in the free time in school, and 188 were collected. After screening the questionnaires with The wrong answer, 153 valid questionnaires accounted for 76.5% of the number of questionnaires issued. The questions in the questionnaire involve the indicators that passengers can feel before boarding, including the passengers' scoring of the importance, expectation degree and satisfaction degree of each indicator. Among the respondents of the valid questionnaire, men accounted for about 60%. Women were about 40%. When filling in the questionnaire, the respondents were briefly filled in and explained, mainly to make the respondents familiar with the definition of indicators and evaluation standards, so as to improve the authenticity of data collection. According to the survey, the passenger score of various services and the weight of each index are worth the comprehensive score, and the total evaluation score of the passenger service quality of Hangzhou Airport is finally calculated

As shown in (Table 1: Questionnaire survey results form)

| index | Passenger score | Calculate the weight | The final score |
|---|-----------------|----------------------|-----------------|
| Business proficiency of the staff members | 8 | 0.12 | 0.96 |
| Professional image of the staff | 9 | 0.04 | 0.36 |
| Staff service etiquette | 8 | 0.04 | 0.32 |
| people-oriented service | 7 | 0.08 | 0.56 |

| | | | |
|--|---|------|------|
| People's cultural care | 7 | 0.08 | 0.56 |
| personalized service | 5 | 0.04 | 0.2 |
| Garbage classification and treatment | 7 | 0.16 | 1.12 |
| Save water and other slogans | 6 | 0.08 | 0.48 |
| No waste of disposable items | 8 | 0.16 | 1.28 |
| Allocate the air meal time | 6 | 0.02 | 0.12 |
| Tableware and other clean and hygienic | 7 | 0.08 | 0.56 |
| Food is delicious | 6 | 0.1 | 0.6 |

The final score: 7.12

4.3 Optimization of green services

As can be seen from the above table, the total score of the airport passenger service quality evaluation is 7.12, which is a good standard in the scoring standard, indicating that the passenger service quality of the airport needs to be further

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improved. (Zhang Jun, Lu Zhu , 2020) The airport needs to put forward corresponding improvement measures for the problems reported by the passengers in the questionnaire.

Questionnaire analysis

From the survey results of the above questionnaire, it can be found that the overall score of "professional service personnel" is relatively good and relatively average, indicating that the passengers are relatively satisfied with the airport staff. The second is the "environmental protection measures", which is not much different from the score of "professional service personnel". One of the other service categories is a relatively low score, indicating that there is still room for improvement. The overall score of "humanized design" was the worst, with one service receiving the lowest score of 5 among all services and another service scoring a lower than average score, which requires the focus of the airport service quality management department. Now the problems reflected in the above questionnaire are analyzed and summarized, and suggestions are given to improve the service quality of the airport.

The overall score of "professional service personnel" is relatively good and relatively average, which needs to be maintained. In order to maintain a good score, in the final analysis, the service quality of the airport depends on the service level of the staff, so it is necessary to strengthen the training of the airport staff. Specifically, we can start from the following aspects: to ensure that the staff are familiar with the airport facilities and the environment. Employees need to know the workflow well, so as to better serve the passengers. Employees should be trained and assessed regularly at airports to make them more skilled in the workflow and the use of airport facilities

Pay attention to the training of the staff's psychological quality. In case of special circumstances such as flight delay or cancellation, the staff needs to provide psychological counseling for passengers to avoid losing patience and reduce their satisfaction with airport services. The staff needs to divide the types of passengers,

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and for different groups of passengers, they need to adopt different service methods, with practical actions to improve the actual perception of passengers

Enhance the innovation capacity of the airport. Strengthen the reform of the airport management system, and strengthen the innovative thinking of the staff through the perspective of development, so as to enhance the service competitiveness of the airport. Strengthen the intensity of airport management. There are many links involved in airport service, which leads to the problems of insufficient management and low efficiency in airport management. Therefore, the airport is in urgent need to integrate resources, make a clear division of service management, strengthen the communication and coordination ability between departments, and improve the efficiency of airport management.

The score of "Environmental protection measures" is not high, indicating that the environmental protection measures of the airport are not very perfect in the eyes of passengers. It can optimize the management system of construction operation and formulate the supporting resource saving and greening management system, clarify the treatment process and way of waste gas, waste water and solid waste, regular maintenance and cleaning of air conditioning, ventilation system, pipeline and other facilities. Exploration and establishment of management technology for construction operation (Li Kun, 2016) Avoid the use of disposable and non-environmental protection consumables as advertising carriers, reduce the use of large banners, posters, brochures and other traditional publicity means, and give priority to the use of electronic carriers such as LED screens.

At present, most cities in China use the landfill method to treat household waste (Zhou Dong, 2007). As air waste is a special household waste, the above treatment methods not only increase the burden to the local waste disposal site, but also make it difficult to control the spread of infectious diseases or other epidemics, which is a large environmental risk. At the same time, the available resources are directly buried, which also causes a great waste. Therefore, it should be treated with harmless treatment and comprehensive utilization of resources, so that it can not only obtain certain economic benefits, but also reduce environmental risks.

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The air waste can be classified first, and the cans and cans can be picked up, and then enter the drum sieve for screening. The sieve objects are mainly inorganic matter and a small amount of large organic matter. These wastes fall into light component, middle component and recombination according to the different proportion and volume. The recombination according content in the sieve and the sieve material are mainly organic matter, gravel and sand, which can be sent to the local dump for direct treatment. The selected light group of waste paper and plastic film will be sent into the electrostatic sorting link, separating the plastic film and paper sheet. The middle group is mainly waste plastics with a large proportion that are sent into the photoelectric sorting process, and PET (such as plastic cups, beverage bottles, etc.) and paper products are obtained. After crushing, the added value paper products are recycled directly; ferromagnetic metals and non-ferrous metals can be recycled directly, after magnetic sorting and manual auxiliary sorting. (Tang Xiangyang, Gao Guotao, 2008)

The "food delicious degree" in the "green air meal" is very low in the passenger scores of each evaluation index. According to the survey, the dissatisfaction of passengers is mainly reflected in the price of catering. Most of the passengers give low scores on this item mainly because of the high price of food and beverage, and the taste of food is not in line with this price. Due to space restrictions inside the airport, there are not many catering services available for passengers to choose, but the number of flights at the airport is large and the passenger flow is large, and the catering shops are often overcrowded. On the one hand, the catering businesses have a disregard for the needs of passengers, and on the other hand, the airport regulatory authorities lack of constraints on the businesses. In view of the problem that the service quality questionnaire reflected in the food price is unreasonable, limited types and cannot meet the needs of passengers, the airport should make efforts to improve and create a good business atmosphere and control the price of the same type of products in the airport. A series of survey and analysis of customers through the questionnaire. We take green airplane meals as an example to encourage passengers to eat and travel healthily as needed without reducing their interests. Air food is an integral part of the air transportation

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business, and getting more profit in the market is the driving factor of its marketing behavior. Expand commercial catering areas, attract more businesses to the airport, form competition, reduce catering consumer prices. Investigate the consumption composition of passengers, do a good job in the division of different classes of passengers, and strive to meet every consumer as much as possible. Airport managers should also participate in the sales and service process of merchants and strictly check the goods.

5.Summarize

In recent years, with the development of social economy. In the face of increasingly serious environmental pollution problems, we must re-examine our social and economic behavior, and change our view and attitude towards the environment,protect the environment against pollution,

The green airport should moderately reduce environmental pollution, reduce the impact of the airport on the surrounding areas, and create a good working and living environment inside and outside the airport. Then in the efficient operation of the airport while saving resources, save the airport operation costs, mainly refers to the scientific improvement of resources, saving water, energy, materials and other aspects at the same time, to provide passengers with efficient aviation services or provide convenient and fast logistics activities. According to the survey of airline A's contribution to energy conservation, airline A actively advocates healthy eating and green travel for passengers. The app is used to timely grasp the dining requirements of passengers, and form a unified monitoring platform for the whole process. The number of meals is flexible and adjustable, which can check the dining information immediately, and accurately control energy saving and consumption reduction.

Finally, the most important focus of this paper, people-oriented important embodiment. The green service of the airport is not only an important part of the service industry, but also a reflection of humanization. It is an important platform to support the green development. Through humanistic care to improve the satisfaction of the airport, the airport plane is not only a kind of use of transportation, more should include a series of experience, not only for passengers, including the airport work staff, for them to provide high quality, convenient environment, the airport should strive to improve and create a

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good business atmosphere, control the same type of product in the airport prices.

Investigate the consumption composition of passengers, do a good job in the division of different classes of passengers, and strive to meet every consumer as much as possible. Improving the cumbersome and programmed service mode and providing the intelligent, convenient and fast service is the development direction of airlines.

This paper will study the theory and method of green airport evaluation index system as a breakthrough point, on the basis of deep understanding the connotation of the green of the airport, domestic green airport development status, from the perspective of the passenger, build the green airport evaluation index system, studied the weight of the index method and evaluation of mathematical model, and carried on the empirical analysis.

The main researches are as follows:

1. On the basis of in-depth analysis of the connotation of green airport, the characteristics of green airport are studied to find out the influencing aircraft For the factor of "green degree", the customer evaluation model of green airport based on "service Personnel professionalism", "humanization design", "Environmental protection measures" and "Green air meal" is established.
2. A green airport evaluation index system has been established. From the perspective of the passengers, some suggestions on improving the green service of the airport are put forward according to the evaluation

The establishment of a green airport evaluation system can help the airport to find its own problems. Suggestions are summarized as follows:

1. Green management: Green airport should be a systematic and multi-level management project to strengthen the training of airport staff. Ensure that the staff is familiar with the airport facilities and environment, pay attention to the training of staff psychological quality, pay attention to the training of staff psychological quality.
2. Green technology: Green airport should be a series of scientific methods on energy saving and consumption reduction and pollution mitigation The carrier of technical means. The application of green technology in airports is reflected in the development of green energy (clean energy) Promotion and application aspects. Avoid the use of disposable and non-environmental protection consumables as advertising carriers, reduce the use of large banners, posters, brochures and other traditional publicity means, and give priority

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to the use of LED display screens and other electronic carriers. Recycling of air waste according to the type of classification.

3. Green service: Green airport should be guided by a systematic environment under the concept of sustainable development Management means and measures, full and effective use of energy conservation and environmental protection and other green technologies formed by the airport service products, Call it a green service. Taking green airplane meals, passengers are encouraged to eat and travel healthily without reducing their interests.

In short, the development of China's green airport has a long way to go, not only the responsibility of airport builders and operators, but also It is necessary to deepen the research on green airport, hoping to build resource-saving, environment-friendly and sustainable green Color airport system can become the consensus of China's airport development, and become the only way for China to build a civil aviation power.

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